Analytical Perspectives in Business Creation Process

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Abstract. Business creation has been seen as an engine of economic growth, wealth generation and a
mechanism to identify the level of development of a society and its competitiveness and thus it has
become a major focus in academic and governmental discussion. However, an important part of the
existing literature has focused on the entrepreneur’s characterization and the importance of business
opportunity, without keeping in mind the interaction between the associated variables to the business
generation process and how the business creation process emerges. The creation process has been
explored in the academic field from a linearly approach, which implies an additive combination of
events that may lead to the new enterprise creation [1]; nevertheless, there is little empirical evidence
to validate this kind of models, generating a research void in the entrepreneurship field, which should
be treated by using techniques to capture the nonlinearity and complexity of the dynamic processes
involved in entrepreneurship [2]. Initially, the document presents four main entrepreneurship models
identified in the academic literature; then, it analyzes the business creation process from different
analytical approaches, also, it is analyzed the importance and reasons to see the business creation
process as an emergent process. Finally, it presents some approaches about how this research niche
appears.